

ABSTRACT OF THE DISCLOSURE

A method is disclosed for displaying a commercial to a television viewer. The method has a first step of: (a) transmitting a television signal such that a first area of a television monitor screen displays a commercial, and such that a visually distinct stripe runs horizontally across the bottom of the television monitor screen. The stripe displays information that is descriptive at least of an Internet address of a site that is related to goods or services depicted in the commercial. The method has a second step of: (b) either during the commercial or after the commercial, operating a device that provides Internet access to reach the site using the displayed information. In the preferred embodiment the television monitor screen has a total height, and the stripe has a height that comprises about 12% of the total height.